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GENERATING AN OPTIMIZED
PRICE SCHEDULE FOR A PRODUCT

ABSTRACT OF THE DISCLOSURE

Generating a price schedule involves generating a graph (50) having paths that include states (52) with values (54, 56, 58). The graph (50) is generated by determining the values (56, 58) of a successor state (52) from the values (56, 58) of a

5 predecessor state(52). An optimal path is selected, and a price schedule is determined from the optimal path. Computing an elasticity curve involves having a demand model, values for demand model, and filter sets that restrict the values. Elasticity curves are determined by filtering the values using filter sets, and calculating the elasticity curve using the demand model. An best-fitting elasticity curve is selected.

10 Adjusting a demand forecast value (56) includes estimating an inventory and a demand at a number of locations (24). An expected number of unrealized sales at each location (24) is calculated. An sales forecast value (56) is determined according to the expected number.